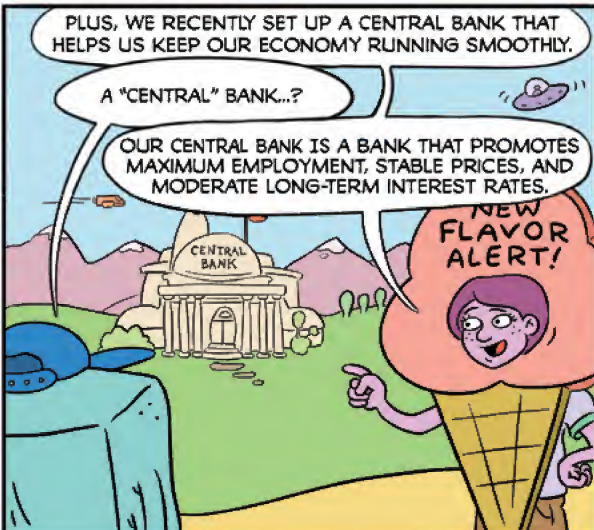
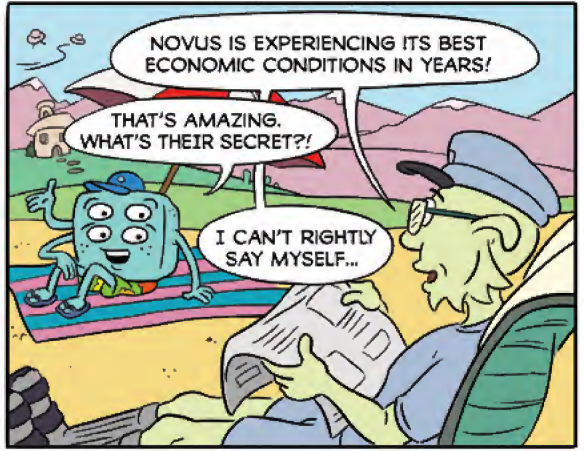


THE STORY OF MONETARY POLICY







HAVING STABLE PRICES MEANS PEOPLE HAVE A GENERAL IDEA OF WHAT THINGS WILL COST FROM DAY TO DAY, SO THEY ARE BETTER ABLE TO PLAN ACCORDINGLY.

NEW FLAVOR ALERT!

I'M SELLING SO MANY FISH THESE DAYS, I NEED A BIGGER BOAT.

I HAVE JUST THE VESSEL!

FOR SALE
SOLD

I HAVE BUDGETED TWO DOLLARS TO SPEND ON EGGS THIS WEEK.

I CAN WORK WITH THAT. TWO DOLLARS WILL GET YOU TWO DOZEN SMALL EGGS OR ONE GIGANTIC EGG.

"A HEALTHY ECONOMY ALSO MEANS BUSINESSES HERE ARE HIRING."

I ONLY HAVE FOUR ARMS, BUT I'M FAST!

NOBODY'S PERFECT!

HELP
WANTED



"OLDER CITIZENS, LIKE MY PARENTS, CAN AFFORD TO RETIRE ON THEIR SAVINGS AND INVESTMENTS. AND THE NEXT GENERATION IS ABLE TO EMBARK ON NEW BUSINESS VENTURES."

FLOWERS & FRUIT

GOOD NEWS, FOLKS! WE'VE SECURED YOUR SMALL BUSINESS LOAN.

OUR OWN SHOP!

THIS IS OUR DREAM COME TRUE!

OURS TOO!

HELLO-O-O RETIREMENT!

SOLD
BUSINESS FOR SALE

THE ICE CREAM BUSINESS IS BOOMING! THIS IS MY PARTNER, GLIX, AND OUR FRIEND RALLO. GUYS, THIS IS Q-SEVEN.

WELCOME TO NOVUS! WANT TO TRY OUR NEW ICE CREAM FLAVOR?

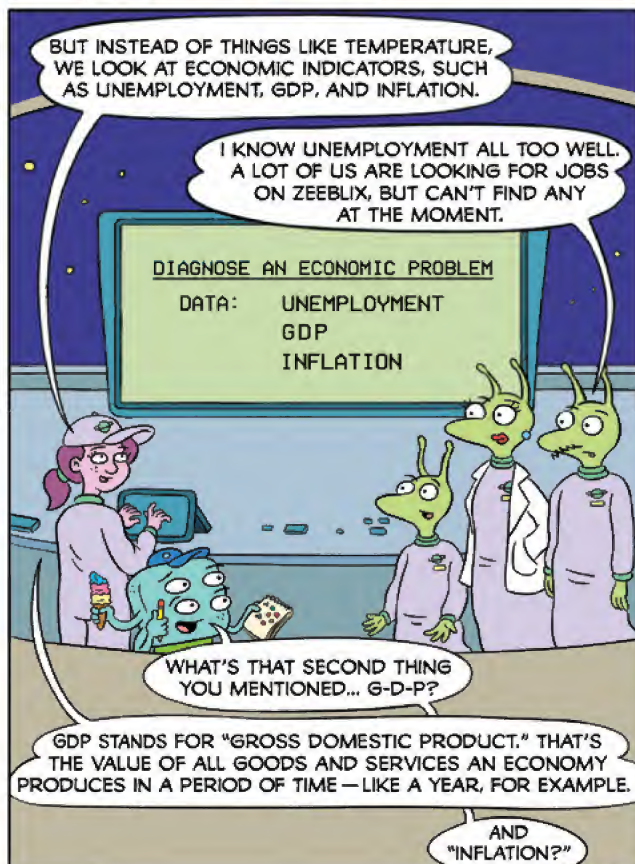
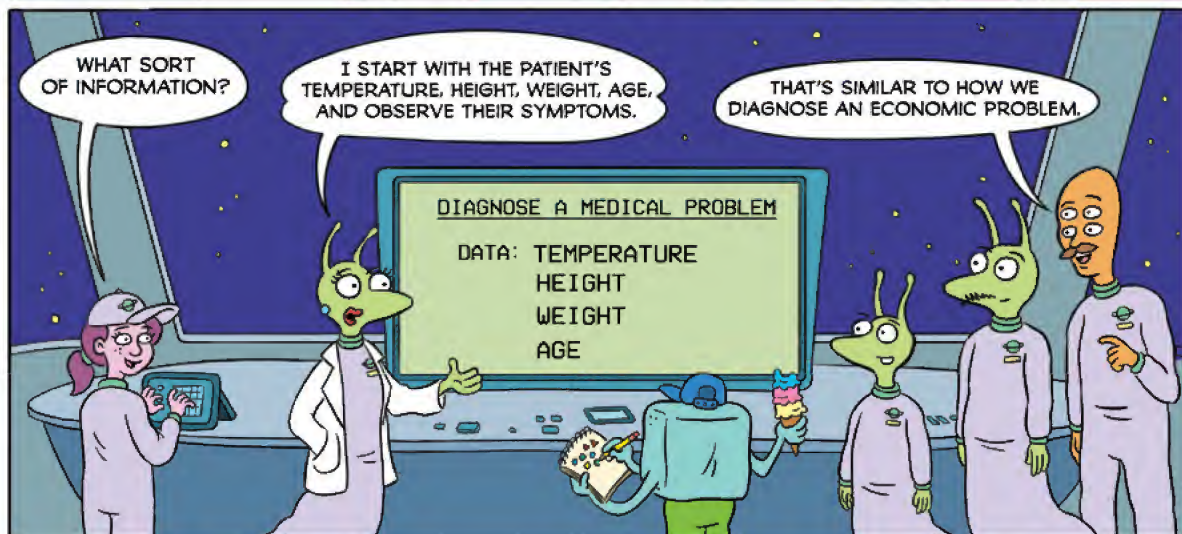
I'VE NEVER HAD ICE CREAM.

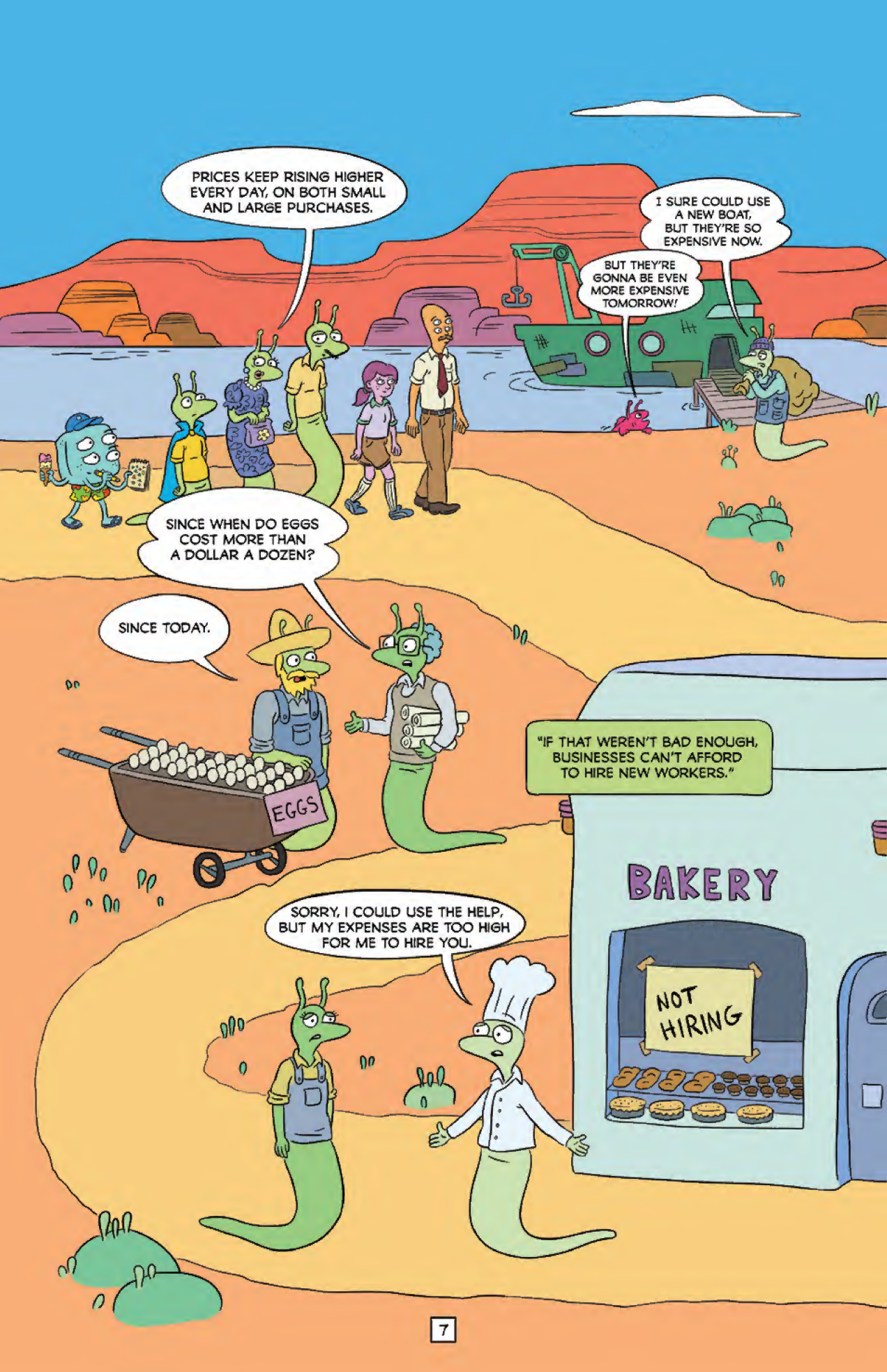
NEW OR ALERT

NEW! BRAD-BERRY

HE'S NEVER HAD ICE CREAM?!







PRICES KEEP RISING HIGHER
EVERY DAY, ON BOTH SMALL
AND LARGE PURCHASES.

I SURE COULD USE
A NEW BOAT,
BUT THEY'RE SO
EXPENSIVE NOW.

BUT THEY'RE
GONNA BE EVEN
MORE EXPENSIVE
TOMORROW!

SINCE WHEN DO EGGS
COST MORE THAN
A DOLLAR A DOZEN?

SINCE TODAY.

"IF THAT WEREN'T BAD ENOUGH,
BUSINESSES CAN'T AFFORD
TO HIRE NEW WORKERS."

SORRY, I COULD USE THE HELP,
BUT MY EXPENSES ARE TOO HIGH
FOR ME TO HIRE YOU.

BAKERY

NOT
HIRING

"OLDER CITIZENS AREN'T ABLE TO RETIRE ON THEIR SAVINGS AND INVESTMENTS..."

WE'VE SAVED ALL OUR LIVES, BUT MONEY JUST DOESN'T BUY AS MUCH AS IT USED TO.

PLUS, PRICES ARE RISING SO FAST, WHO KNOWS HOW MUCH OUR SAVINGS WILL BE WORTH TOMORROW?

"...AND IT MAKES STARTING A NEW BUSINESS HARDER TO AFFORD."

SORRY, BUT WE AREN'T WILLING TO LEND YOU AS MUCH AS YOU NEED.

BANK

SIGH

THERE GOES THAT PLAN.

FLOWERS

ICE CREAM

AND TO TOP IT ALL OFF, YOUR FATHER HAD TO SHUT DOWN THE SHOP, WHEN THE DEMAND FOR ICE CREAM DROPPED SIGNIFICANTLY.

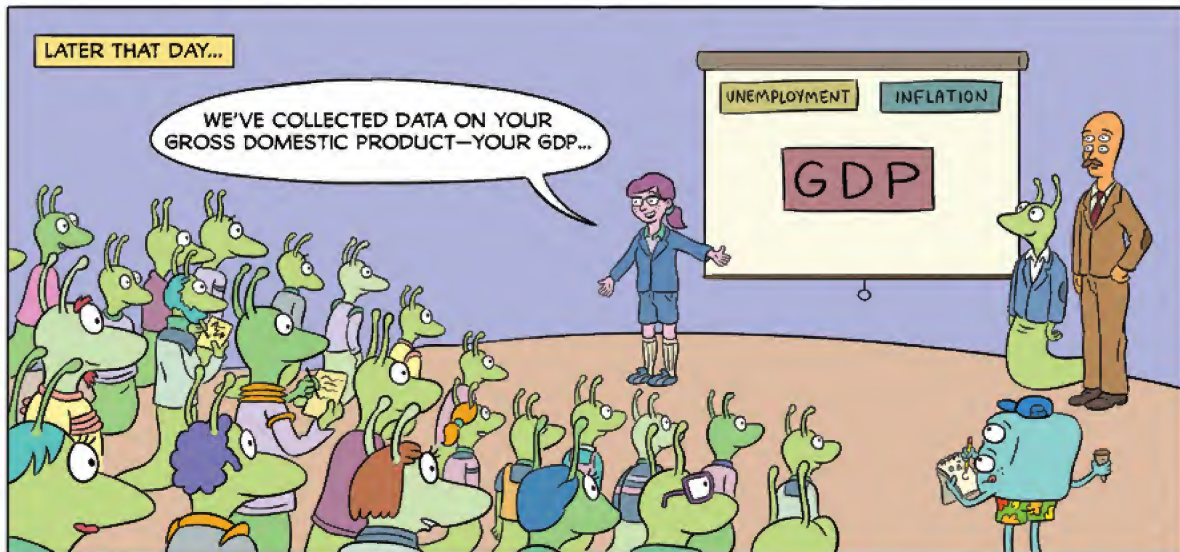
HOW IS THAT POSSIBLE? MY DEMAND FOR ICE CREAM HAS NEVER BEEN HIGHER!

YOU JUST FOUND OUT ABOUT ICE CREAM A MINUTE AGO!

OUT OF BUSINESS

LATER THAT DAY...

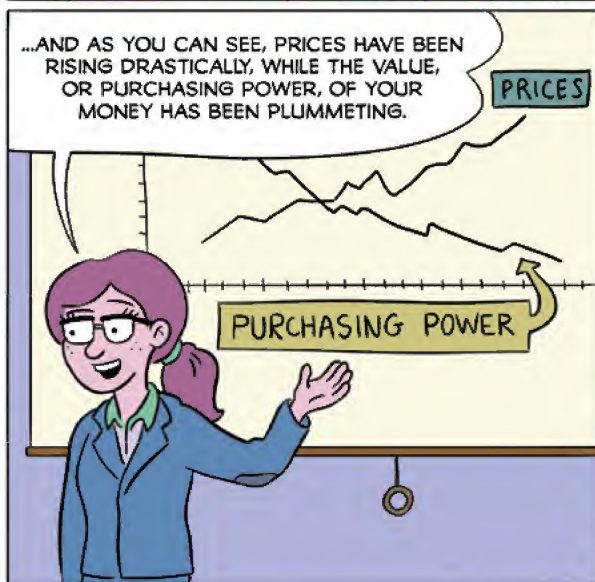
WE'VE COLLECTED DATA ON YOUR GROSS DOMESTIC PRODUCT—YOUR GDP...



...AND AS YOU CAN SEE, PRICES HAVE BEEN RISING DRASTICALLY, WHILE THE VALUE, OR PURCHASING POWER, OF YOUR MONEY HAS BEEN PLUMMETING.

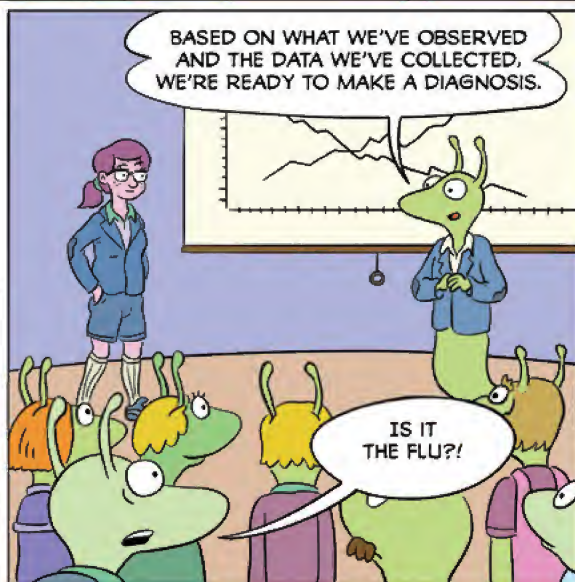
PRICES

PURCHASING POWER



BASED ON WHAT WE'VE OBSERVED AND THE DATA WE'VE COLLECTED, WE'RE READY TO MAKE A DIAGNOSIS.

IS IT THE FLU?!



NO, IT'S A CLEAR CASE OF HIGH INFLATION.

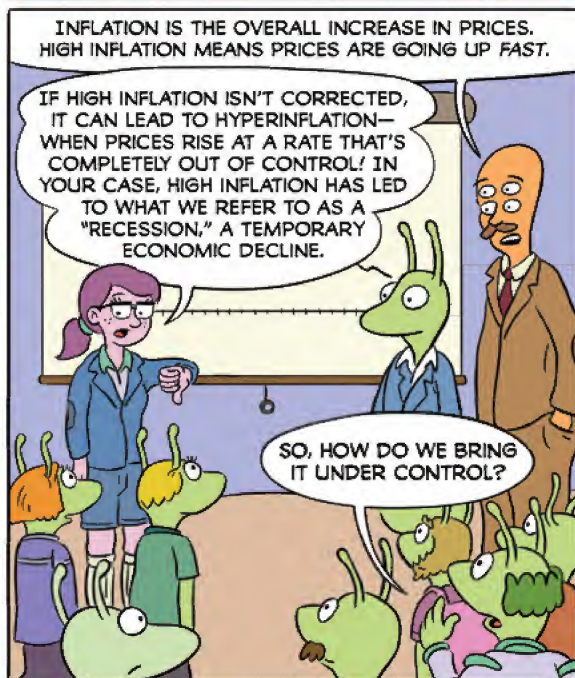
SO... BETTER OR WORSE THAN THE FLU?

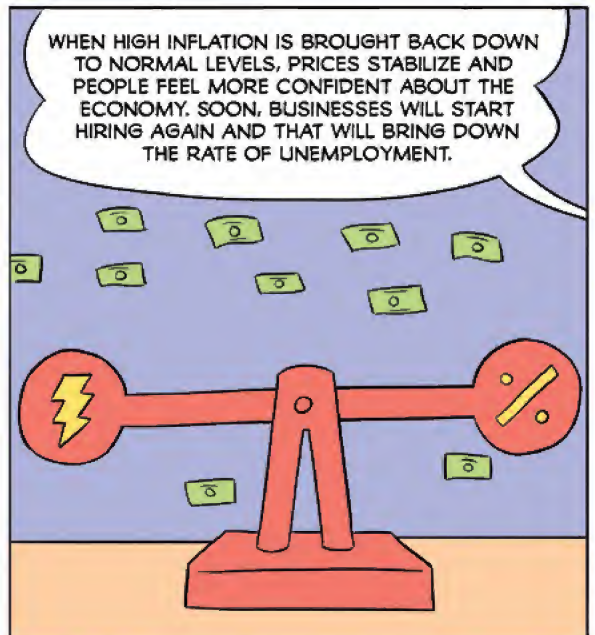
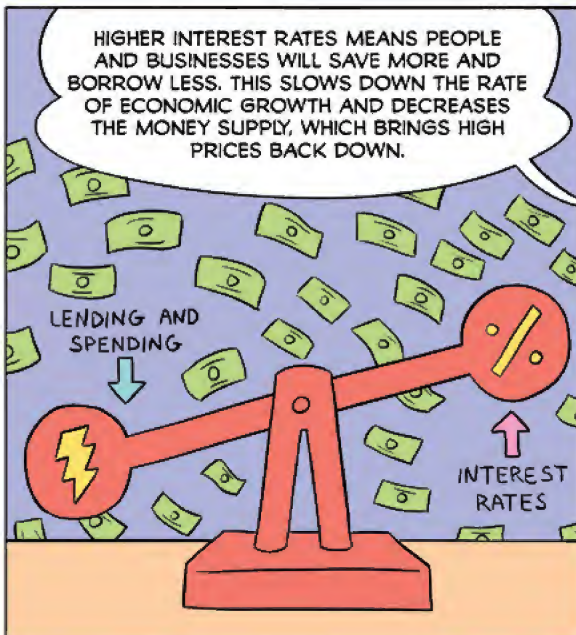
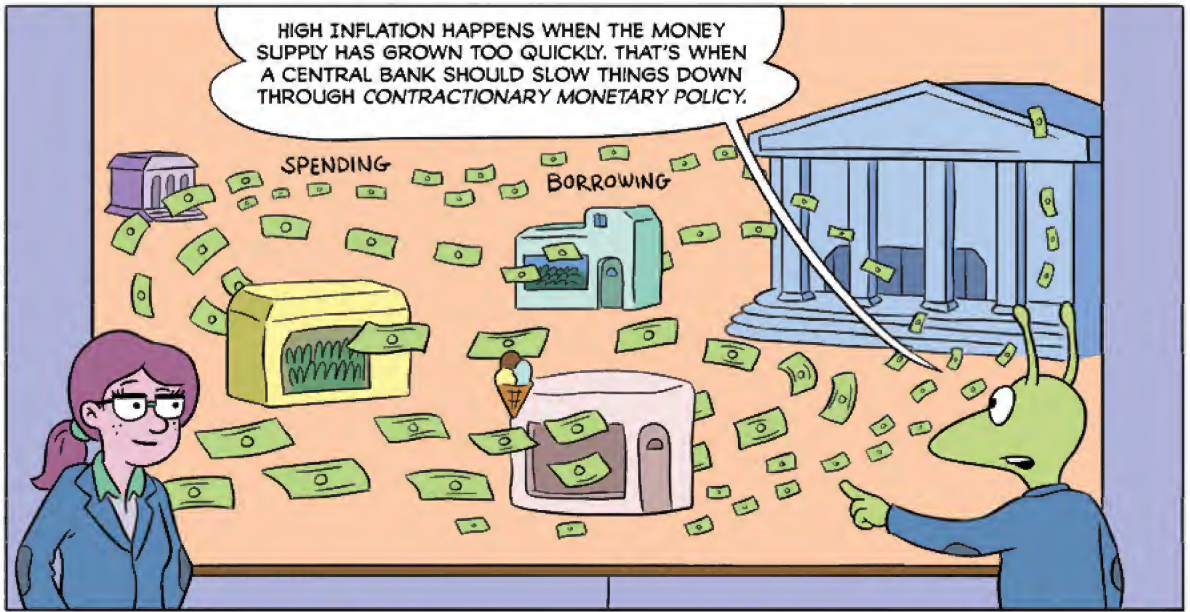


INFLATION IS THE OVERALL INCREASE IN PRICES. HIGH INFLATION MEANS PRICES ARE GOING UP FAST.

IF HIGH INFLATION ISN'T CORRECTED, IT CAN LEAD TO HYPERINFLATION—WHEN PRICES RISE AT A RATE THAT'S COMPLETELY OUT OF CONTROL! IN YOUR CASE, HIGH INFLATION HAS LED TO WHAT WE REFER TO AS A "RECESSION," A TEMPORARY ECONOMIC DECLINE.

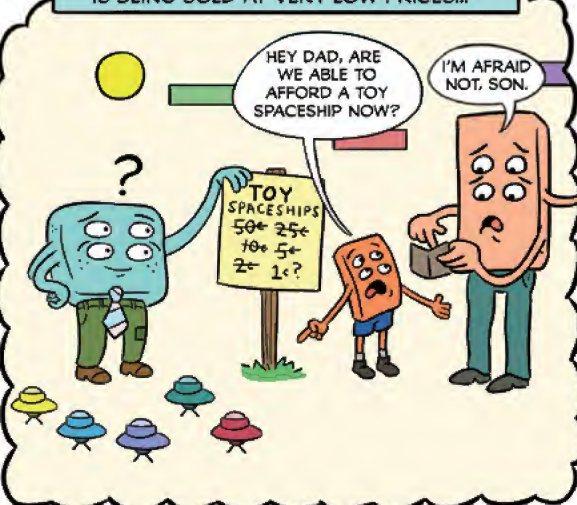
SO, HOW DO WE BRING IT UNDER CONTROL?

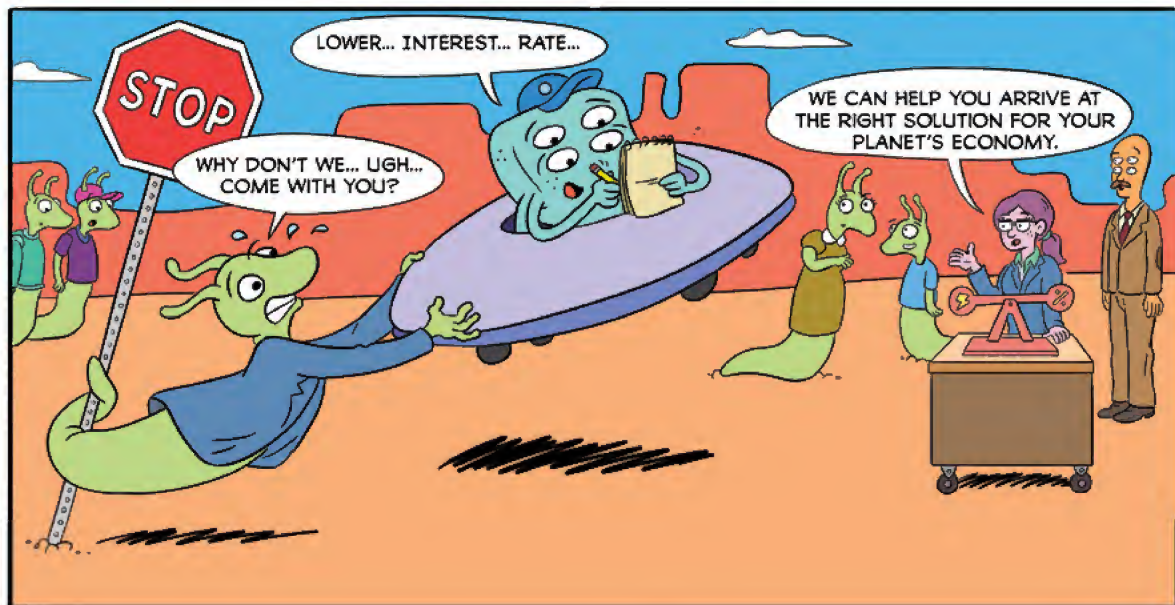
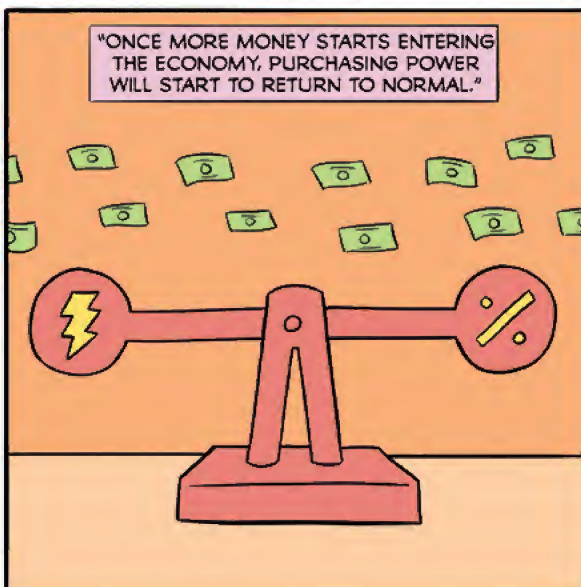
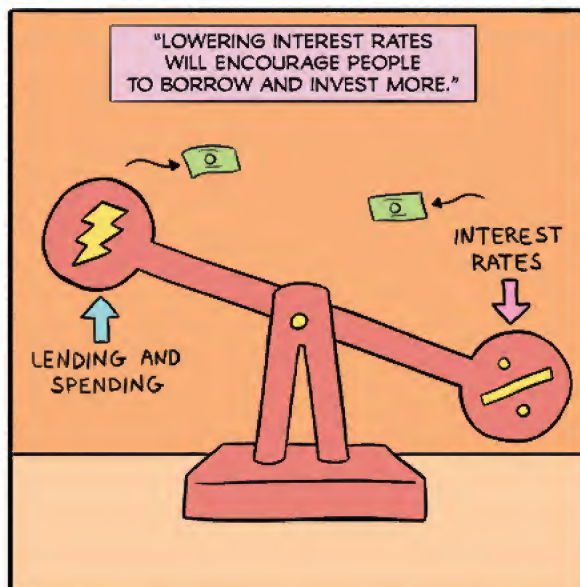
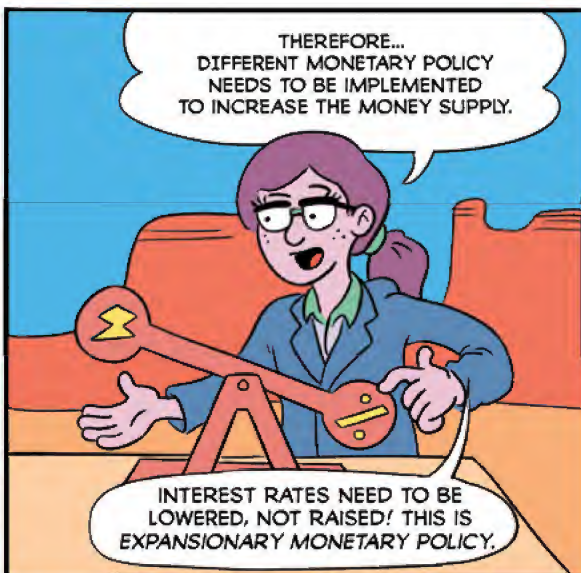






"...EXCEPT, INSTEAD OF HIGH PRICES CAUSED BY HIGH INFLATION, STUFF BACK HOME IS BEING SOLD AT VERY LOW PRICES..."





LATER THAT DAY...

AS YOU CAN SEE, NO ONE HAS ANY MONEY,
SO SELLERS CONTINUE TO SLASH PRICES.

FRESH FISH—50% OFF!

UH, MAYBE
TOMORROW?

"BUT HOW LOW
IS TOO LOW?"

EGGS COST THREE Q-PENNIES,
I CAN'T GO ANY LOWER!

I SEE. THEN GIVE ME
ONE-THIRD OF ONE EGG...

I'M SORRY, BUT THAT'S NOT
REALLY HOW EGGS WORK.

WANT some
eggs?

"BUSINESSES ARE LAYING OFF
WORKERS. OTHERS HAVE
SHUT DOWN COMPLETELY."

OH, IT'S... FINE...

I WISH I COULD TELL YOU SOMETHING DIFFERENT,
BUT I JUST DON'T HAVE ANY WORK FOR YOU TODAY.
I DON'T EVEN HAVE WORK FOR ME! THE SHOPPERS
JUST AREN'T COMING IN LIKE THEY USED TO.

GROC

OPEN

CLOSED

WHAT'S THE
POINT?

"RETIREES ARE UNCERTAIN ABOUT THE PROSPECTS FOR THEIR SAVINGS AND INVESTMENTS."

Welcome to~
ALPHA-NUMERICA
VOTED 3,675,927th BEST PLACE TO VISIT...

HEY, IS THAT A
SILVER Q-DOLLAR?

SIGH... NO, IT'S JUST
AN OLD GUM WRAPPER.

THIS IS NOT WHERE
I WANTED TO BE AT
THIS POINT IN MY LIFE.

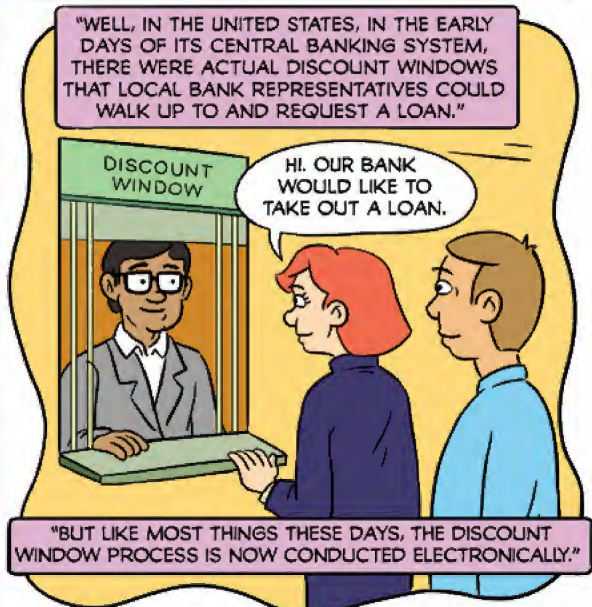
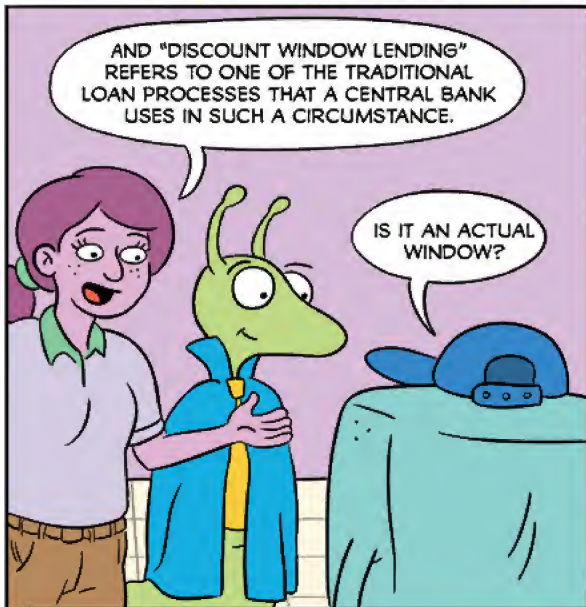
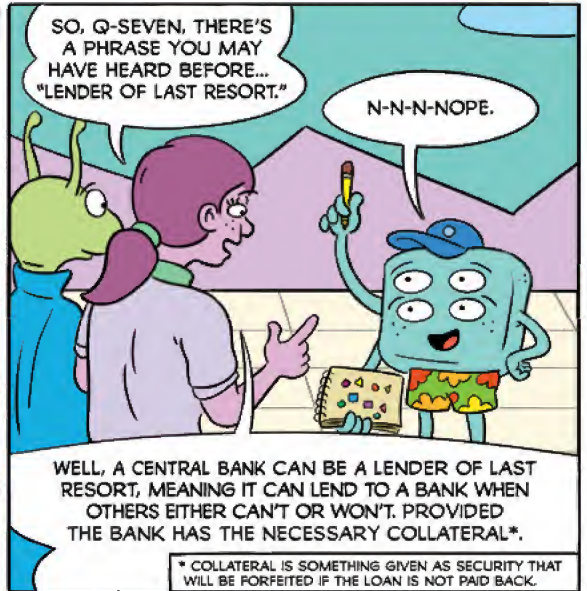
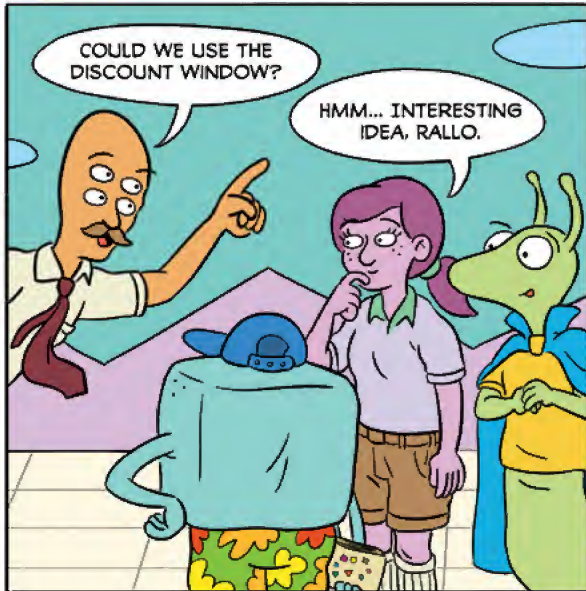
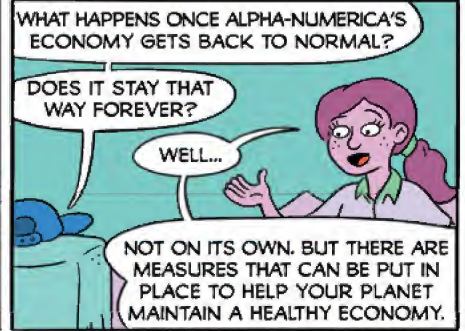
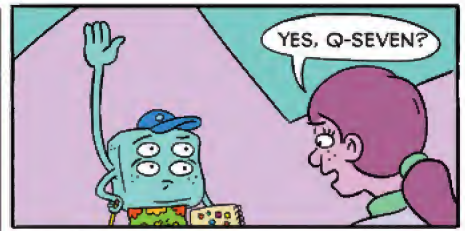
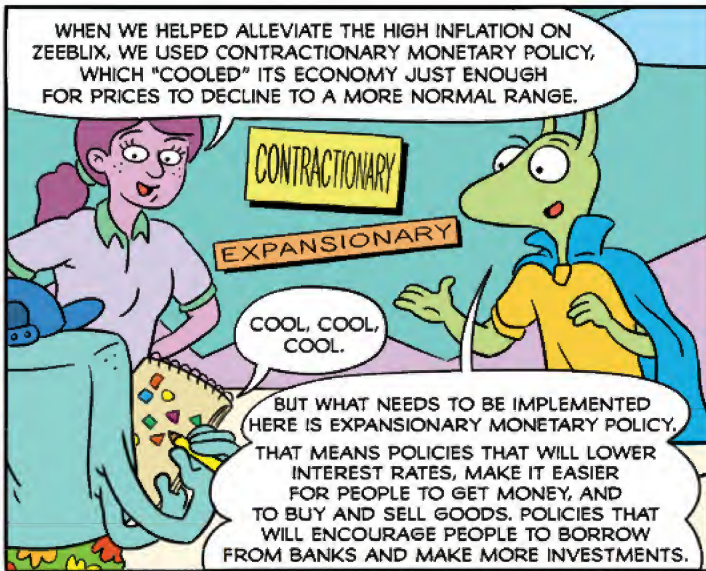
TELL ME ABOUT IT.

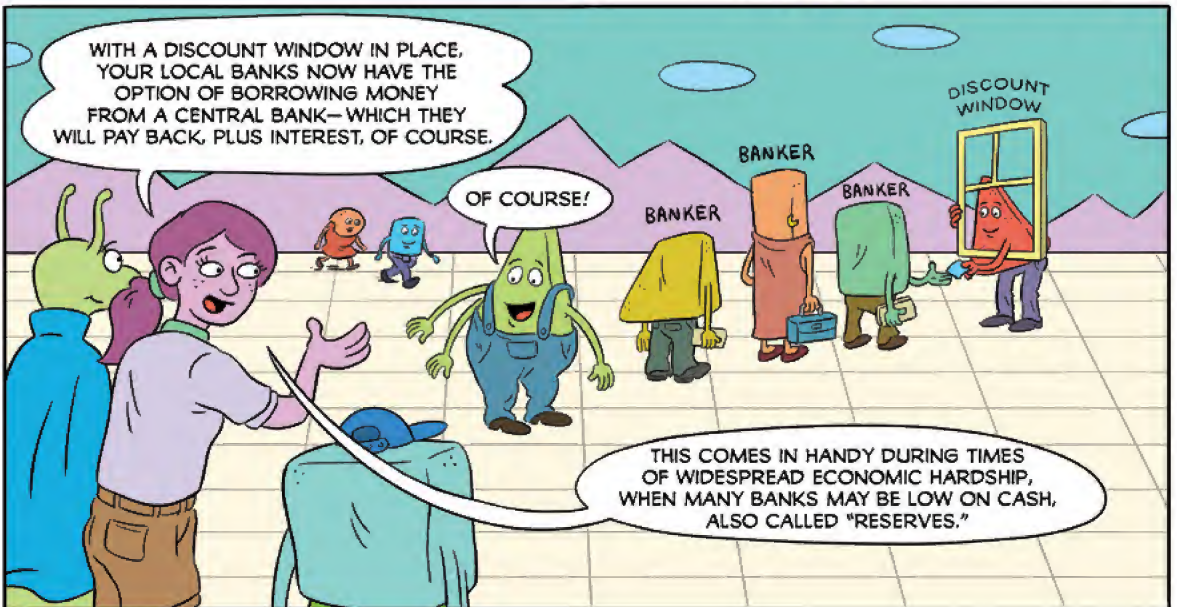
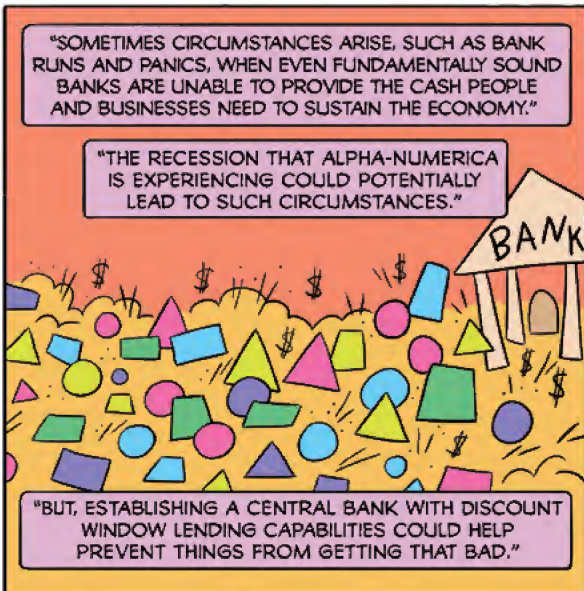
HIRE
ME?

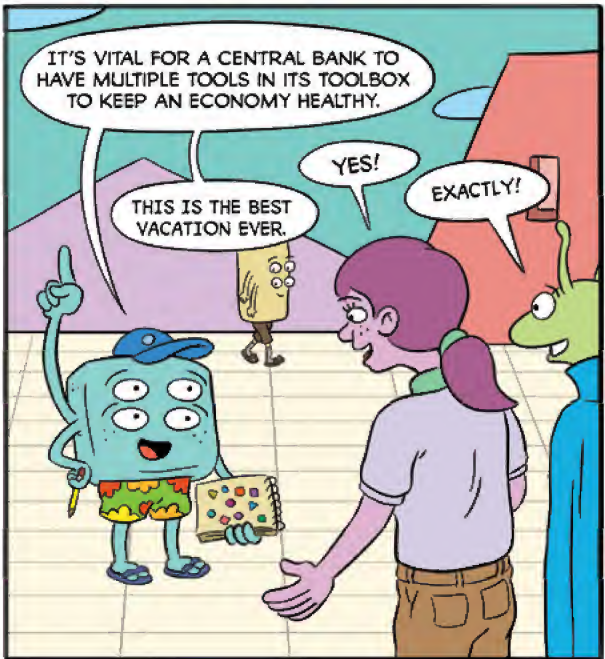
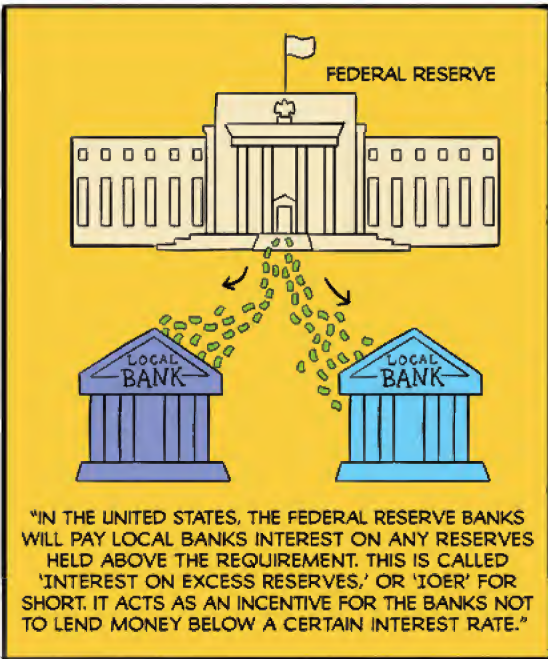
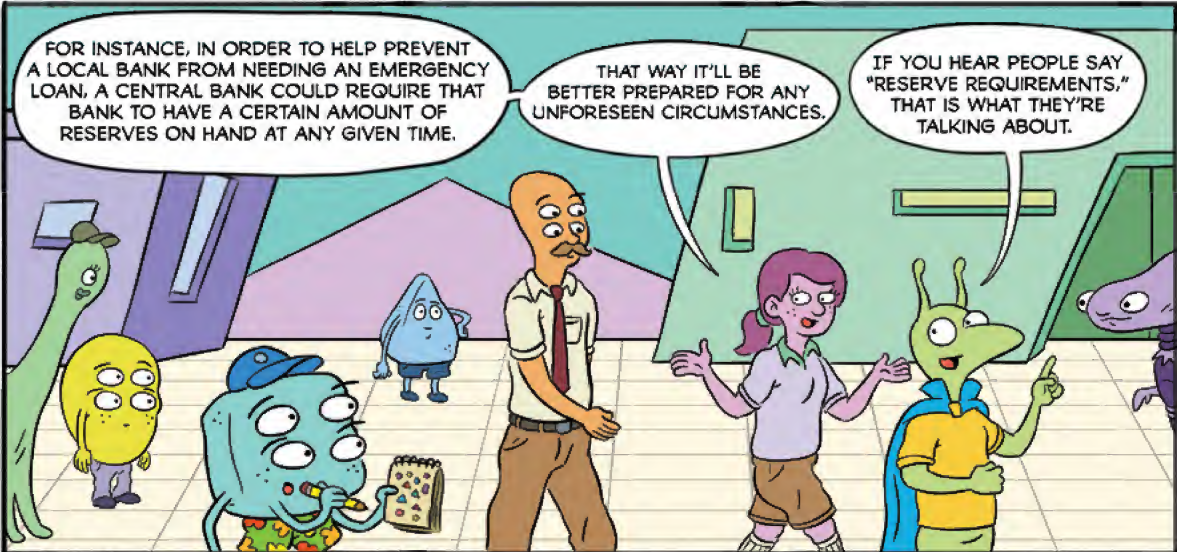
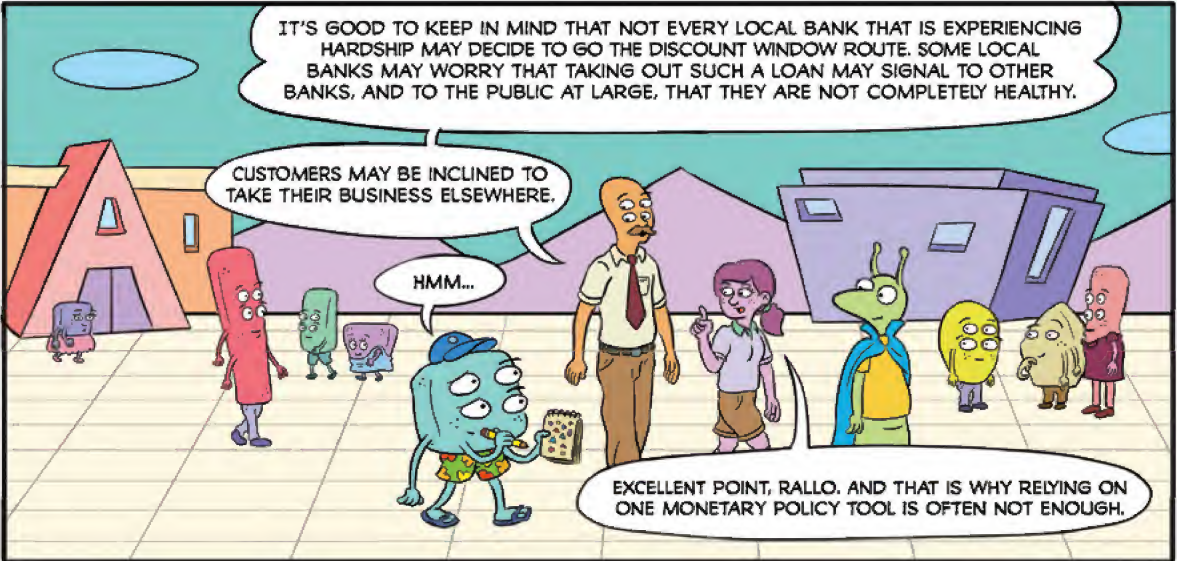
I DON'T THINK THOSE
FISH ARE THAT FRESH.

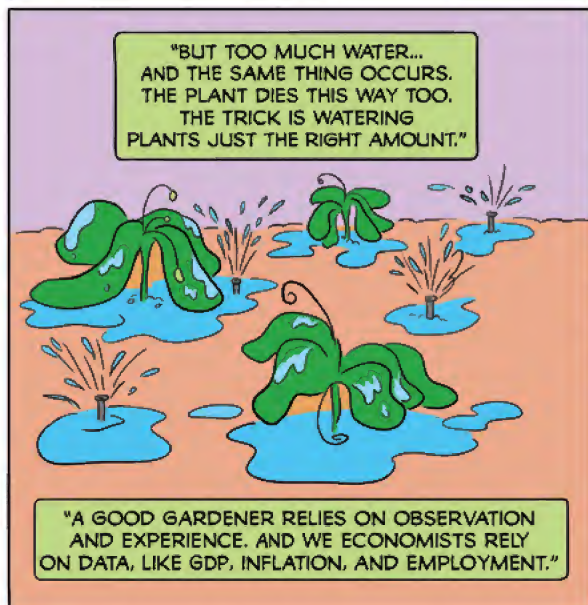
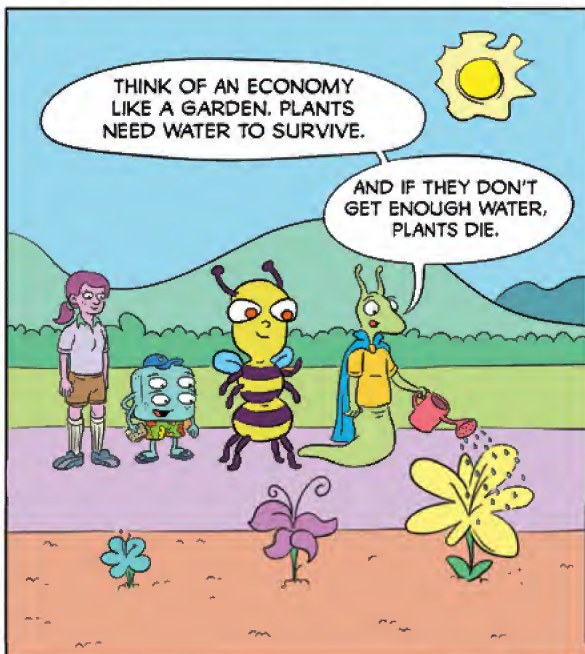
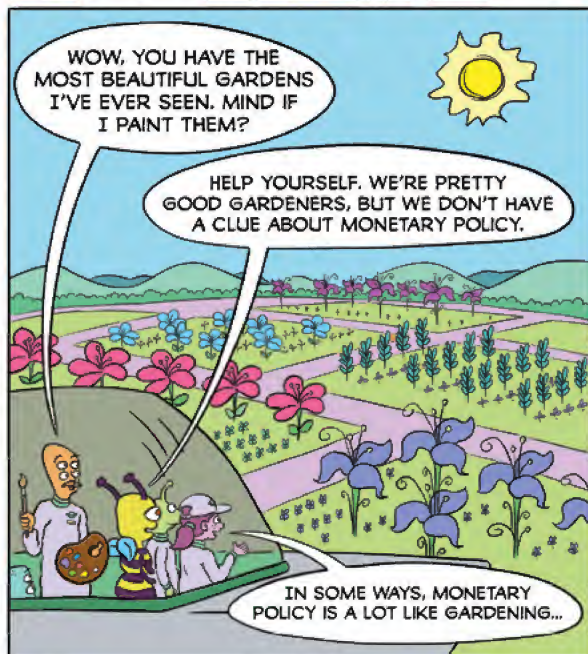
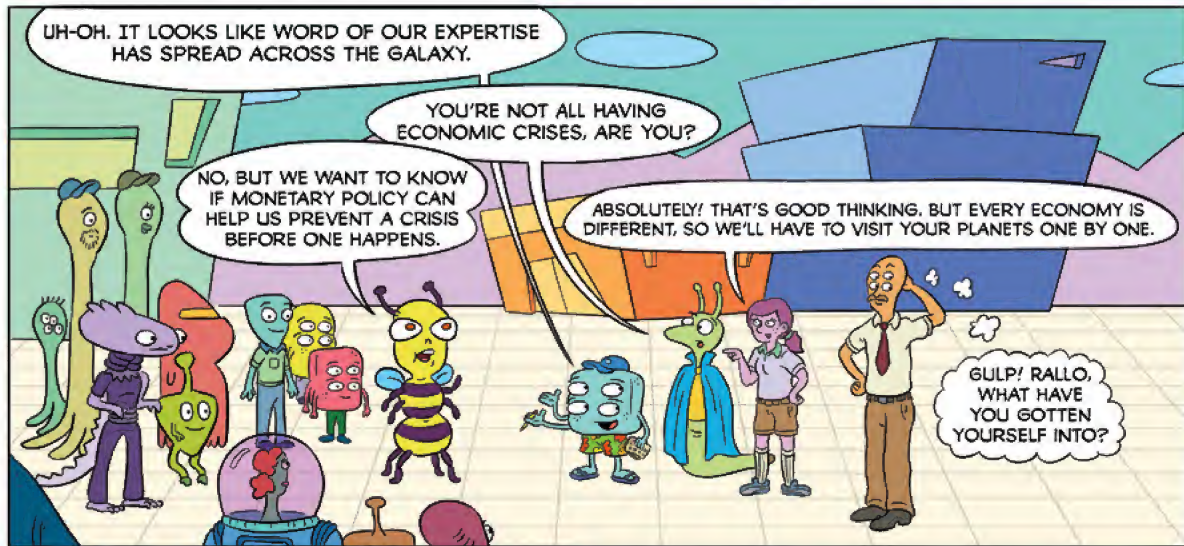
YEP. THIS IS DEFINITELY A RECESSION.
LET'S SEE IF WE CAN HELP.

OH, THAT WOULD
BE AMAZING!



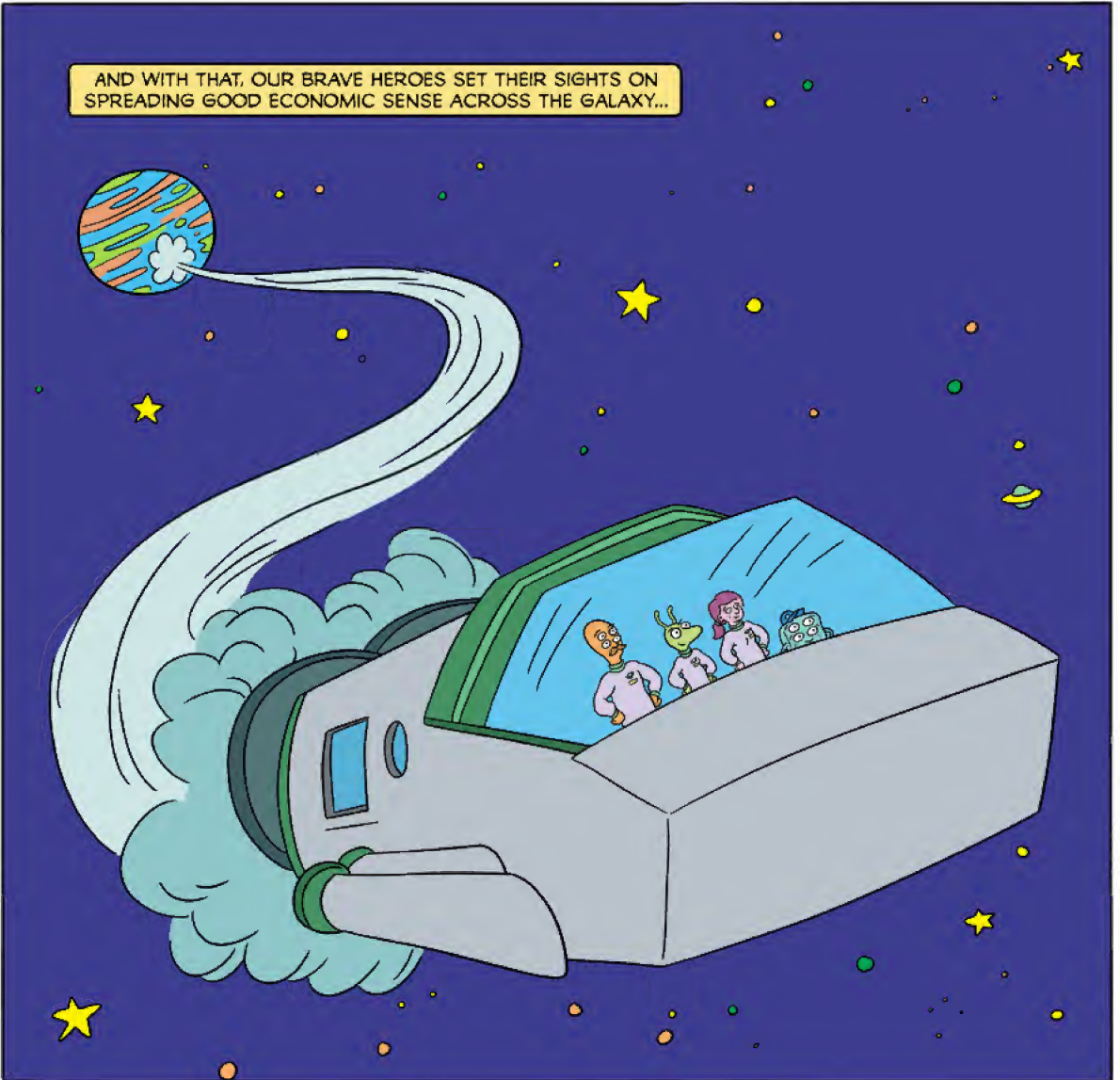
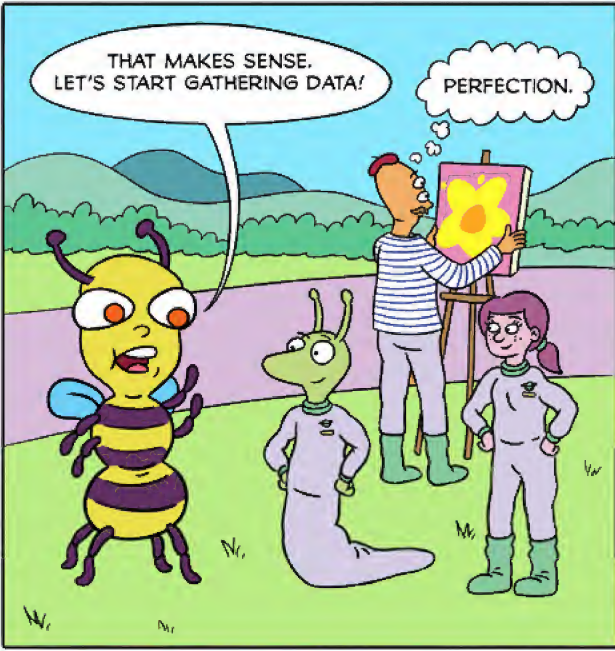


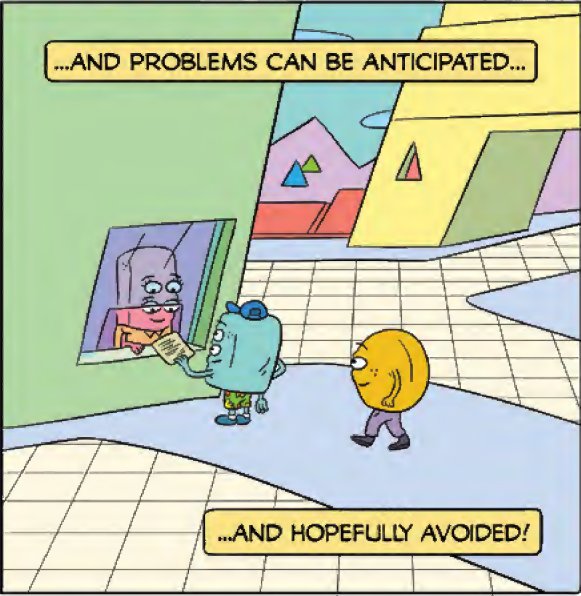
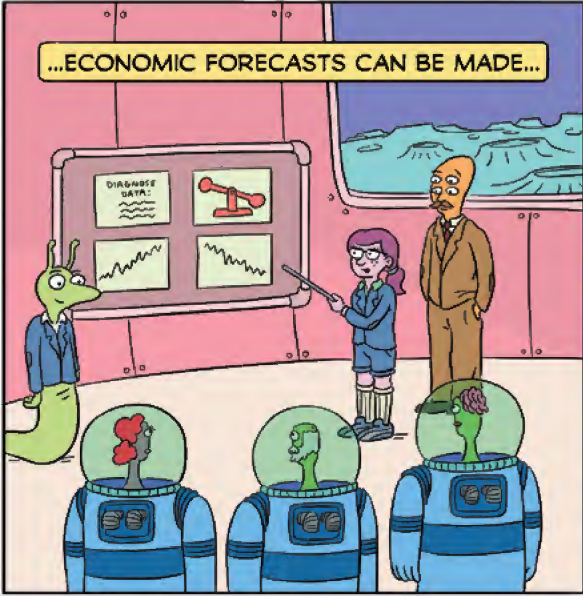
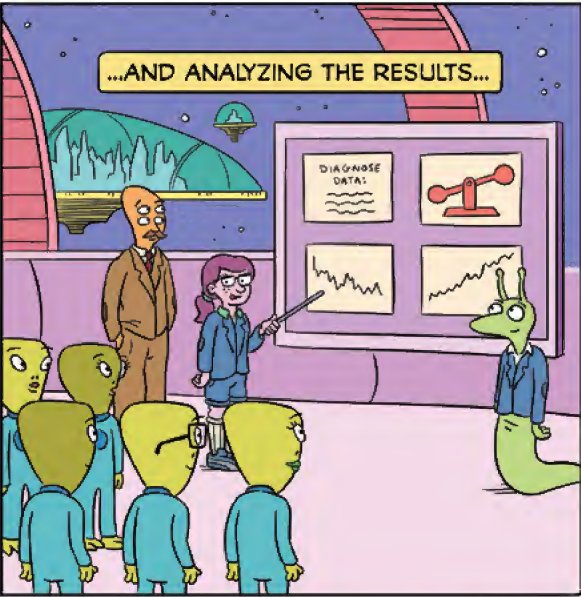
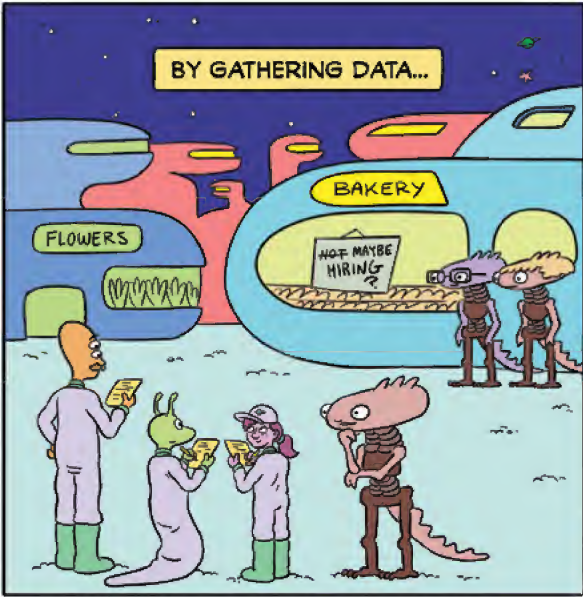




"...CONTRACTIONARY MONETARY POLICY CAN REDUCE HIGH INFLATION..."

The illustration depicts a vibrant desert town populated by green, worm-like creatures. In the foreground, a green boat with three red circles on its side is on a blue river. A creature is fishing from the boat, and a pink fish is jumping out of the water. On the riverbank, a creature in a straw hat and vest holds a pink gift box, while another holds an orange one. A creature in a green shirt holds a blue gift box. In the center, a light blue bakery with a yellow sign that says "NOW HIRING" has a creature in a pink shirt entering. To the left of the bakery is a pink flower shop with a creature in a blue shirt entering. To the right is an ice cream stand with a sign that says "ICE CREAM" and a creature in a blue shirt holding an ice cream cone. In the background, a light blue bank with a sign that says "BANK" has two creatures standing outside. The town is set against a backdrop of red, layered hills under a blue sky with white clouds.







**STAY
TUNED!**
...

**MORE
ECONOMIC
ADVENTURES**
ARE ON THE WAY!

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